The Carlson School
Excellence in Marketing
Here.
Marketing at the Carlson School
Here is where the future of marketing is being built. As home to some of the nation’s premier marketing experts and resources, the Carlson School is a leading voice in research and innovation. Our marketing program benefits from a singular confluence of resources. We bring together world-renowned faculty conducting groundbreaking research, one of the nation’s top *Fortune* 500 business communities, and a rigorous curriculum emphasizing hands-on learning and international perspectives. Our students learn how to adapt to an ever-changing business world. And our graduates are the top leaders in corporate and academic marketing spheres.

At the Carlson School, we haven’t just established a tradition of marketing excellence. We’re building the future of marketing ingenuity.
The Carlson School is host to some of the world’s most sought-after marketing talent. Our home is in Minneapolis—which boasts one of the nation’s highest concentrations of *Fortune 500* headquarters and some of the world’s most-recognized brands. But our reach is global. Carlson marketing faculty have advised and consulted for a distinguished roster of corporations. Our students serve as key brand consultants through the Carlson School Enterprises. And we carefully arm our marketing graduates with the skills to help strengthen business their first day on the job.

**For visionary marketing expertise, businesses come here**

General Mills—a consumer food products company based in Minneapolis—manufactures and markets some of the world’s best-known brands, including Betty Crocker, Cheerios, Green Giant, Häagen-Dazs, Pillsbury, Progresso, Wheaties, and Yoplait. General Mills is also one of the Carlson School’s leading corporate partners.

The decades-old partnership has been an asset to both organizations. General Mills executives speak in Carlson School classes, mentor students, and employ some of the school’s best graduates. Carlson faculty and students have provided essential marketing expertise and guidance to the company’s venerable brands.

“General Mills and the Carlson School build on each other’s excellence,” says Gayle Fuguitt, General Mills’ vice president of consumer insights. “Both are world-renowned organizations creating tremendous opportunities for each other.”

“The partnership between General Mills and the Carlson School has given us both a competitive advantage.” Gayle Fuguitt, vice president of consumer insights, General Mills—a company with a long history of partnership with the Carlson School.
How the Carlson School and its Institute for Research in Marketing serve the business world

Faculty consultations
Carlson faculty provide consulting services, on-demand research, executive training, and expert witness testimony to the world’s leading companies.

Student consultations
Through the Carlson School Enterprises—the nation’s largest collection of MBA student-led businesses—companies receive high-quality student consulting services guided by leading academics and business professionals.

Interns
The Carlson School Business Career Center connects Carlson students with corporate internships, which often evolve into full-time employment after the student graduates.

Qualified graduates
Carlson School marketing graduates are some of the nation’s most sought-after. The Carlson School is among the nation’s top business schools for the percentage of students who get a job after graduation.

Seminars
The Carlson School regularly hosts marketing seminars for corporate audiences. Among the most popular is the quarterly BrandMatters seminar, where leading marketing professionals speak about the latest issues in the field.

Marketing award
Through the newly formed Institute for Research in Marketing at the Carlson School, a national award for excellence and innovation in branding strategy is being launched. To be presented at our annual marketing conference, this award will recognize the most outstanding work of today’s leading companies.

Marketing conference
The Institute for Research in Marketing’s annual conference will bring together leading researchers and practitioners for a rigorous discussion of marketing issues and to develop a research agenda.

Board of advisors
A group of senior executives from leading firms will advise the Institute for Research in Marketing. They will interact with students and faculty to inform the research agenda and enrich the intellectual environment of the program.

The company we keep
The Carlson School has a history of strong ties with local companies—which also happen to be international corporations. Through experiential learning, consultancies, and frequent classroom collaborations, Carlson students and our corporate partners benefit.
Intellect breeds innovation; visionaries teach here

Carlson marketing faculty are trustees of the future of innovation. Their knowledge is tapped by their peers and today’s leading companies, and their groundbreaking research is opening new areas of exploration in the field. Our professors shape the conversations on current issues at leading international marketing organizations and serve on the editorial boards of preeminent journals. Their work is ranked among the world’s most influential. And their portfolio of original, cutting-edge research is the foundation of their singular reputation.

Groundbreaking research

“Our marketing faculty have an unsurpassed ability for conducting groundbreaking research,” says Professor Akshay Rao, chair of the Carlson School’s marketing department. “They excel at grasping the fundamental elements of traditional marketing. But they really shine when it comes to imagining new ways of researching the field.”

Rao points to the 12 research papers that Carlson faculty had accepted in 2004-2005 in premier journals, including the Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, and Marketing Science. “Our peers with the most sterling reputations have a hard time getting just a handful of papers published each year,” says Rao. “The ability of our faculty to gain the attention of journal editors is the natural byproduct of their capacity for imaginative, cutting-edge research.”

In 2004-2005, Carlson marketing faculty had 12 papers accepted for publication in leading journals—a concentration of research excellence nearly unheard of in academia.
Carlson students become tomorrow’s leaders here

There’s a reason the best companies look to the Carlson School to hire top leaders: we educate today’s most qualified marketing professionals. Our alumni are at the helm of some of the world’s leading brands. And they’ve attained those heights using the depth and breadth of knowledge found in the Carlson marketing faculty. Our students are immersed in a hands-on curriculum, which includes the Carlson School Enterprises—the nation’s largest portfolio of MBA student-run businesses. They’re confronted with diverse global-learning opportunities. And they’re taught to be engaged, career-focused leaders.

**Julie Gilbert**

Julie Gilbert, ’93 BSB, ’99 MBA, developed a new product and its related business and marketing plans as a Carlson student. “We created a product called AlumaCool, which was a soda can that would automatically cool upon opening, eliminating the need for beverage refrigeration,” she recalls. The project turned out to be too absorbing to put down, and Gilbert put more into that marketing strategy class than any other.

Today, she’s a vice president at Best Buy Corporation. At the Carlson School, she learned the importance of keeping the customer at the heart of every business decision. And the hands-on learning experiences she had still influence her—in many ways. “I still have the entire business plan and prototype from my student project,” she says. “And I keep it in my office today.”

Carlson School alumni are found in all 50 states and in 68 countries. More than 30 percent of our students study overseas, and students come to the Carlson School from 61 countries.
## Facts and figures

### Rankings

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<th>Rankings</th>
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| Ranked 2nd in the nation for most influential in marketing research by the University of Missouri, 2003 | Associate Professor Rohini Ahluwalia *Journal of Marketing*, editorial board  
Professor Joan Meyers-Levy *Journal of Consumer Research*, editorial board  
Professor Akshay Rao *Advances in Consumer Research*, proceedings of Association for Consumer Research 2004 conference, co-editor  
Professor Robert Ruekert *Journal of the Academy of Marketing Science*, editorial board  
Professor Kathleen Vohs *Journal of Personality and Social Psychology*, editorial board | Businesses based in the Minneapolis area include:  
3M  
Best Buy  
Cargill  
Carlson Companies  
Ecolab  
Geek Squad  
General Mills  
GfK Custom Research  
Land O’Lakes  
Northwest Airlines  
Medtronic  
SuperValu  
Target Corporation  
UnitedHealth Group  
U.S. Bancorp  
Xcel Energy | Selected consulting engagements by Carlson marketing faculty include:  
3M  
Abbott Laboratories  
Ambrosetti (Italy)  
American Express  
Bayer  
Cargill  
Carlson Companies  
Disney  
GE Capital  
General Mills  
Mayo Clinic  
Motorola  
NutraSweet  
Prophet Brand Consulting  
Wells Fargo |
| Carlson School faculty are ranked 7th in research productivity by *Academy of Management Journal*, 2000 | Associate Professor Rajesh Chandy  
American Marketing Association Technology Special Interest Group, vice president of programs  
Professor Michael Houston  
*Journal of Consumer Psychology*, editorial board  
Professor Deborah Roedder John  
*Journal of Consumer Research*, editorial board  
Association for Consumer Research, nominating committee member |                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                      |
| Ranked in the top 10 in the nation for percentage of full-time MBA students employed three months after graduation (91.9 percent), *U.S. News & World Report*, 2006 | Professor Barbara Loken  
*Handbook of Consumer Psychology*, editorial board  
Professor Deborah Roedder John  
*Journal of Consumer Research*, editorial board  
Professor Akshay Rao  
*Advances in Consumer Research*, proceedings of Association for Consumer Research 2004 conference, co-editor  
Professor Robert Ruekert  
*Journal of the Academy of Marketing Science*, editorial board  
Assistant Professor Kathleen Vohs  
*Journal of Personality and Social Psychology*, editorial board |                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                      |
| The Minneapolis area ranks 5th in the nation for the percentage of population with a bachelor’s degree or higher education. | Association Professor Rohini Ahluwalia  
*Journal of Marketing*, editorial board  
Professor Joan Meyers-Levy  
*Journal of Consumer Research*, editorial board  
Professor Akshay Rao  
*Advances in Consumer Research*, proceedings of Association for Consumer Research 2004 conference, co-editor  
Professor Robert Ruekert  
*Journal of the Academy of Marketing Science*, editorial board  
Assistant Professor Kathleen Vohs  
*Journal of Personality and Social Psychology*, editorial board |                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                      |
Carlson marketing faculty

**Associate Professor Robini Ahluwalia**
PhD, The Ohio State University
> Persuasion
> Negative information effects in the marketplace
> Branding and advertising

**Professor Mark Bergen**
PhD, University of Minnesota
Carolyn I. Anderson Professorship in Business Education Excellence
> Channels of distribution
> Pricing
> Marketing strategy

**Associate Professor Rajesh Chandy**
PhD, University of Southern California
Carlson School Professor of Marketing
> Radical innovation
> Technology management
> Advertising strategy

**Assistant Professor Tony Cui**
PhD, University of Pennsylvania
> Competitive strategy
> Pricing
> Trade promotions
> Distribution channels
> Behavioral economics

**Assistant Professor Yan Dong**
PhD, University of Maryland
> Supply chain management and optimization
> Logistics and transportation
> E-business and technology
> Marketing channels

**Assistant Professor Jane Ebert**
PhD, Harvard University
> Decision-making
> Inter-temporal choice and temporal discounting

**Associate Professor Robert Hansen**
PhD, University of Wisconsin
> Developing marketing strategies for public sector services
> Measuring user satisfaction with transportation service

**Professor Michael Houston**
PhD, University of Illinois
Ecolab-Pierson M. Grieve Chair in International Marketing
Interim dean
Associate dean of international programs
> Cross-cultural issues
> Branding issues
> Consumer behavior
> International marketing

**Professor Deborah Roedder John**
PhD, Northwestern University
Curtis L. Carlson Chair in Marketing
> Children’s consumer behavior
> Consumer information processing
> Brand equity and brand extensions

**Professor George John**
PhD, Northwestern University
Pillsbury Co./Paul S. Gerot Chair in Marketing
> Marketing channels
> Industrial marketing
> High-technology markets

**Professor Barbara Loken**
PhD, University of Illinois
> Consumer behavior

**Professor Joan Meyers-Levy**
PhD, Northwestern University
> Marketing communications and persuasion
> Consumer information processing and psychology
> Gender differences in information processing

**Assistant Professor Prokriti Mukherji**
PhD, University of Southern California
> Pharmaceutical industry
> Innovation

**Assistant Professor Om Narasimhan**
PhD, University of Southern California
> Inter-organizational arrangements
> Competitive advantage

**Professor Akshay Rao**
PhD, Virginia Tech
General Mills Professor of Marketing
Marketing department chair
> Pricing
> Brand alliances
> Cross-cultural issues
> Judgment and decision-making

**Professor Kenneth Roering**
PhD, University of Iowa
> Market-driven new product development and commercialization
> Marketing strategy and planning
> Customer-inspired new product development
> Interpersonal and interorganizational relations
> Marketing strategy and priorities

**Professor Robert Ruekert**
PhD, University of Wisconsin
Associate dean of undergraduate programs
> Marketing strategy
> Marketing organization and implementation
> New product development processes
> Brand management

**Assistant Professor Kathleen Vohs**
PhD, Dartmouth College
> Self-regulation
> Impulsive spending
> Heterosexual sexual relations as predicted by economic principles
> Self-processes